

*Ad Astra*



*Per Aspera*

## ***Kansas Department of Health And Environment***

### ***Kansas Newspaper Clips Report - July 2008***

**Total Tobacco Clips:116**

**Total PAN Clips: 188**

#### **Coverage Characteristics**

##### **Type**

Hard News	65	56.03%
Editorial	28	24.14%
Letter To Editor	19	16.38%
Editorial Cartoon	0	0.00%
Advice	4	3.45%

##### **Origin Of Story**

National	14	12.07%
State	38	32.76%
Local	64	55.17%

##### **Prominence**

Front Page	30	25.86%
Editorial Page	44	37.93%
Other	42	36.21%

##### **Scope Of Story**

National	18	15.52%
State	42	36.21%
Local	56	48.28%

##### **Clean Indoor Air**

Primary	37	31.90%
Secondary	25	21.55%
No	54	46.55%

##### **Opinion Slant of Editorials, Letters**

Pro Tobacco	3	6.38%
Anti Tobacco	23	48.94%
Neutral	21	44.68%

##### **Advertising Restrictions**

Primary	0	0.00%
Secondary	7	6.03%
No	109	93.97%

##### **Slant**

Pro Tobacco	4	3.45%
Anti Tobacco	74	63.79%
Neutral	38	32.76%

## Tobacco Control Policy

### Economic Disincentives

Primary	4	3.45%
Secondary	9	7.76%
No	103	88.79%

### ETS

Primary	0	0.00%
Secondary	20	17.24%
No	96	82.76%

### MSA Expenditures

Primary	3	2.59%
Secondary	1	0.86%
No	112	96.55%

### Prevalence

Primary	6	5.17%
Secondary	23	19.83%
No	87	75.00%

### Youth Access

Primary	2	2.84%
Secondary	9	19.86%
No	105	77.30%

### Coalition/Partner Activities

Primary	3	2.59%
Secondary	15	12.93%
No	98	84.48%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	11	9.48%
Secondary	39	33.62%
No	66	56.90%

### Cessation

Primary	6	5.17%
Secondary	24	20.69%
No	86	74.14%

### Health Care Costs

Primary	2	1.72%
Secondary	16	13.79%
No	93	80.17%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	3	2.59%
Secondary	21	18.10%
No	92	79.31%

## PAN - Physical Activity and Nutrition Clips

Total PAN articles:188

Type		Prominence	
Hard News:187	99.47%	Front Page:42	22.34%
Editorial:1	0.53%	Editorial Page:1	0.53%
Letter to Editor:0	0.00%	Other:145	77.13%
Editorial Cartoon:0	0.00%		
Advice:0	0.00%		

Origin of Story		Scope of Story	
National :1	0.53%	National:1	0.53%
State:0	0.00%	State:0	0.00%
Local:187	99.47%	Local:187	99.47%